

## **JOB DESCRIPTION**

**Job Title:** Brother UK (Brand) Account Manager - Office Based

**Reports To:** Sales Manager

**Job Purpose:**

- Working on the Sales Team within a multi-award winning trade Distributor
- A primary focus on Brother (brand) CIV Labelling products and consumables
- Accountable for Trade Sales into the Electrical Reseller market and achievement of manufacturers target
- Be the 'go to' person within the organisation for all Brother labelling sales & marketing information
- Build and maintain an active managed account base and develop incremental new business accounts

**Primary Tasks:**

- Achieve daily call out targets to existing and prospect trade customers, working from an existing customer/prospect list
- Achieve sales targets pre-agreed with the manufacturer (Brother)
- Ensure all sales team colleagues are up to date with products, pricing, promotions
- Work with the marketing department to create Brother labelling e-shots and promotional campaigns
- Write and prepare monthly report for Brother and JGBM senior management
- Represent JGBM at occasional Brother sales conferences and other offsite events
- Pro-actively seek new business by researching potential accounts
- Apply various sales skills to capitalise on commercial opportunities through product knowledge, service and where necessary through negotiation of pricing
- Daily update of Insightly (Contact Management System) with details of all existing account activity and new business prospects
- Liaise with the Brother sales representative on progress, activities etc.
- Liaise with purchasing department on run rates/stock levels
- Liaise on a daily basis with your team leader and/or sales manager, updating them on opportunities and developments, ensuring a high level of team/management interaction
- As and when required, ensure all orders received are entered into the system accurately

**Desired Skills and Experience:**

- Strong commercial flair to deliver/exceed pre-set Brother labelling sales targets
- Excellent telephone manner, communication skills and personality
- Strong customer service background
- Sound knowledge of the practical application of a sales department
- Track record of understanding how to reach and identify prospective customers
- The ability to go the 'extra mile' to exceed expectations
- The ability to work well within a team environment
- Experience of building relationships with customers
- Able to provide evidence of working in a target related environment
- Proficient in Microsoft Office, particularly Word and Excel
- Ability to demonstrate effective interpersonal and influencing skills
- Excellent time management and personal organisational skills

**Personal qualities:**

- Well presented
- Professional
- Proactive
- Enthusiastic
- Patient
- Punctual

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